




The Persuasive Essay




In persuasive writing, a writer takes a stand **FOR** or **AGAINST** an issue and writes to convince the reader to believe this point of view.

Ideas and Content

In a persuasive essay, you are asked to argue a position in an attempt to change the reader's beliefs.

You also must state the opposing argument and explain why the reader should not agree with it. This is known as a **rebuttal** or **counterargument**.



Persuasive writing
follows the usual
5-paragraph format.

It has an **introduction**,
a **body** where
the argument is developed,
and a **conclusion**.

Thesis

A thesis in a persuasive essay **takes a stand** on a particular topic and works to convince the reader that your view on the topic is correct.

Example:

I.) Those who are old enough to fight in a war should also be allowed to legally enjoy a beer.

Writing Your Introduction

The introduction has a “lead-in” to catch the reader’s attention. Some “lead-ins” include opening with:

- an unusual detail
- a strong statement
- a quotation
- a question (it **MUST** be thought provoking!)
- an exaggeration or outrageous statement
- a shocking statistic

Writing Your Introduction

The introduction also must clearly explain the issue. Do not assume that your reader knows all about the issue. Give any necessary background.

Introduction - Thesis

The introduction should also include your **thesis**.

There are two objectives of a thesis statement:

1. It tells the reader the **specific topic** of your essay.
2. It tells the reader your **stance** on that topic.

Introduction – Essay Map

- The introduction should also include your **essay map**.

The essay map simply tells the reader how you are going to prove your thesis – it outlines what each of your body paragraphs will be about.

The Body

The writer then provides evidence to support the opinion offered in the thesis statement in the introduction.

The body should consist of at least three paragraphs that explain each point you mentioned in your essay map in your introduction.

Each paragraph is based on solid reasoning to back your thesis statement.

The Body

Since almost all issues have sound arguments on both sides of the question, a good persuasive writer must **anticipate opposing viewpoints** and **provide counter-arguments** along with the main points in the essay. This is also known as the **rebuttal**.

Where do I put the opposing argument in my essay?

There are a couple of different ways to present and refute the opposing argument.

1. Devote a section of each body paragraph to counterargument (rebuttal).
2. Another way is devote an entire body paragraph to counterargument (rebuttal).

The Conclusion

Persuasive essays end by summarizing the most important details of the argument and stating once again what the reader is to believe or do. **Do not include new information in the conclusion.**

General guidelines when writing a persuasive essay:

1. Have a **firm opinion** that you want your reader to accept.
2. Be sure your intro includes a **lead-in**, a **thesis**, and an **essay map**.
3. Offer **valid evidence** to support your opinion, and **refute** the opposing argument.
4. Avoid **logical fallacies**.
5. Conclude with a **restatement** of what you want the reader to do or believe.



Be sure to

read,

revise,

and edit

before publishing the final product.



One Last Reminder

BEWARE..... of
YOU!!!

avoid writing in second person!